Kyle Freed

UX & Product Designer
KyleRFreed.com | dekyle@gmail.com | (224) 212-9234

SUMMARY

I am a **user-experience designer** fascinated with the intersection of psychology, technology and art. Fantastically curious, I am adept at translating user needs into effective designs for business objectives using user centered design.

TOOLS

Proficient with
Illustrator
Photoshop
Sketch
Principle
InDesign
Invision

WORK EXPERIENCE

ADURO
2017 – Present
Seattle, WA

Senior UX Designer
• Co lead product R&D by developing design strategy, evaluating new projects, working with product management
• Lead design for biometric screening business

Alliance for the Great Lakes
2015 – 2016
Chicago, IL

Web Designer
• Custom designed website for campaign with MillerCoors
• Set up server and WordPress website deployment
• Integrated existing online marketing management system

Experience with
After Effects
Arduino
Java

Familiar with
Javascript
Python

PROJECTS

Motive
Context: MHCI+D
30 Weeks
Team

Project Manger / Researcher / Designer
I synthesized insights from background literature, physical therapists, and current physical therapy patients as well as organized resonsibilties in our team. I concepted numerous ideas and prototyped our final design, as well as lead the final design communication.

Canvas LMS
Context: MHCI+D
4 Weeks
Solo

User Researcher / UX Designer
Concept to completion user centered design project for the the University of Washington's learning management system. User research drove concept direction, user flows, interactive wireframing, and final mockups.

Eos
Context: MHCI+D
2 Weeks
Team

UX Designer / Prototyper / Programmer
Smart pillow using artifical dawn cycle via embedded LED strips and haptic motors to wake users comfortably. I designed wake sequence, clock functionality, circuits, and Arduino code.

METHODS

Design
Interaction Design
Sketching
Wireframing
Information Architecture
Rapid Prototyping
Storyboarding
Visual Design

Research
Contextual Inquiry
Heuristic Evaluation
Usability Testing
User Interviews
Personas/Scenarios

EDUCATION

University of Washington
2015 - 2016
Seattle, WA

Masters of Human Computer Interaction and Design
Interdisciplinary program that draws on methodologies and frameworks from computer science, information science, human centered design and fine arts.

DePauw University
2009 - 2013
Greencastle, IN

B.A. in Psychology and Spanish
Focused on cognitive and experimental psychology.